



Where Dental Hygienists
**Learn, Connect, and
Grow**

2025/2026



North
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Study Club



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MAY

May 20, 2025 | Time TBD | Live Webinar
Nada Albatish, DDS and Jocelyn Hurley, RDH
The Transformative Role of the Dental Hygienist in Comprehensive Dentistry

JUN

June 18, 2025 | Time TBD | Live Webinar
Irene Iancu, BSc, RRDH, CTDp, OM
5 Essential Insights Every RDH Should Know About Myofunctional Therapy

JUL

July 15, 2025 | Time TBD | Live Webinar
Jill Hasselmann
Mastering Your Dental Career: From Interview to Professional Growth

AUG

August 19, 2025 | Time TBD | Live Webinar
John A Svirsky, DDS, MEd
Ten Shades of Grey: Unveiling the Intricacies of Radiolucent Lesions

SEP

September 16, 2025 | Time TBD | Live Webinar
Ashleigh Briody, DDS, MS
Practical Oral Pathology: Essential Insights for the Dental Hygienist

OCT

October 16, 2025 | 5:30 PM | Best Western/NMEC | Airway Program
(Video Program & Discussion) | **Doctors & Hygienists**
Tracey Nguyen, DDS, FAGD, AAACD
Understanding the Benefits/Risk of Nonsurgical/Surgical Treatment for Sleep Disordered Breathing

OCT

October 21, 2025 | Time TBD | Live Webinar
Luke Williams
The Future of Leadership for Dental Hygienists in an Age of Disruptive Change


NOV

November 18, 2025 | Time TBD | Live Webinar
Lani McBeth, BSDH, RDH, EFDH, CIABDM
Stick Your Tongue Out: Uncover the Secrets to Better Oral and Systemic Health

DEC

December 3, 2025 | Time TBD | Live Webinar
Ronesh Sinha, MD
The Devil in Disguise: Insulin Resistance

JAN	January 20, 2026 Time TBD Live Webinar Brad Levin, CFP®, CMT®, CEPA™ <i>The Foundations of Financial Security</i>
FEB	February 17, 2026 Time TBD Live Webinar Craig Spodak, DMD & Ashley Price, CRDH <i>The Hygienist Effect: Leading Culture, Care, and Connection</i>
MAR	March 26, 2026 5:30 PM Best Western/NMEC Team Collaboration Webinar Program Doctors & Hygienists Martin Mendelson, DDS, FIADFE, CPC <i>From Misunderstanding to Mastery: Tools for Teamwork and Relationship Building</i>
MAR	March 17, 2026 Time TBD Live Webinar Rebecca Bockow, DMD, MS <i>Maxillary Expansion – It's Not Just About the Teeth Anymore</i>
APR	April 10, 2026 7:15 AM Delta Hotel "Team Appreciation Event" for Doctors, Hygienists, and Team Members Michael Sonick, DMD <i>Treating People Not Patients - Having Patients Happily Say Yes To Treatment</i>
APR	April 21, 2026 Time TBD Live Webinar Vinay Bhide, DDS, MSc(Perio), FRCDC <i>Hygienists' Recession Rx: Diagnosing & Managing the Gum Line Decline</i>
MAY	May 19, 2026 Time TBD Live Webinar Brandi Hooker Evans, RDH-ER, MHE <i>Unlocking the Endocannabinoid System: A Hygienist's Guide to Supporting Homeostasis</i>
JUN	June 16, 2026 Time TBD Live Webinar Melissa Turner, BASDH, RDHEP, EFDA, CHO <i>Artificial Intelligence and Other Emerging Tech</i>
JUL	July 21, 2026 Time TBD Live Webinar Brittany Simon, RDH <i>Stretching the Shrinking Hour</i>
AUG	August 18, 2026 Time TBD Live Webinar Joshua Austin, DDS, MAGD <i>Alignment, Digital & the Dental Hygienist: Your Role in Creating Health & Value</i>



Personal and Professional Growth

Welcome to our hygiene study club, The Aviary! We're thrilled to have you join our dynamic community of dental hygienists.

Through our exclusive partnership with Seattle Study Club, we offer you the opportunity to connect with fellow professionals, learn from industry leaders, and grow your expertise through live programming. Our mission is to help you expand your clinical skills, achieve your education goals, and stay at the forefront of educational excellence.

We're excited to support your professional journey with a wealth of resources and opportunities.

Welcome – we're excited to have you with us!

May

**Nada Albatish, DDS and
Jocelyn Hurley, RDH**



Dr Nada Albatish earned her DDS from the University of Toronto in 2007, graduating summa cum laude with multiple academic and clinical awards, and completed a GPR at Lutheran Medical Center (currently NYU Langone Health). She is the founder and principal dentist of All Smiles Dental Centre, a multidisciplinary practice just north of Toronto, Canada. Dr Albatish's niche is cosmetic and rehabilitative dentistry—her ability to simplify complex concepts in comprehensive dentistry and her vision of the business of dentistry make her a popular speaker. She lectures nationally and internationally on comprehensive restorative dentistry, interdisciplinary treatment, leadership, and the business of dentistry. She is the director of Study Club in the Six, the Toronto affiliate of Seattle Study Club. Dr Albatish is inspired by creating a culture of collaboration whereby dentists achieve excellence, predictability and confidence in their craft.

Jocelyn Hurley earned her diploma in Dental Hygiene from Niagara College graduating with honors in 2013. As a passionate advocate for oral health and a committed dental professional, Jocelyn brings a wealth of knowledge and experience to the field of dental hygiene, with a genuine interest in helping patients achieve and maintain optimal oral well-being.

Dr Albatish and Ms Hurley do not have any affiliations to disclose.

Lecture up to 1 hour

149 Multi-disciplinary Topics

The Transformative Role of the Dental Hygienist in Comprehensive Dentistry

Join us for an innovative program that highlights the essential contributions of dental hygienists within the comprehensive dental care team, emphasizing co-diagnosis and treatment planning. This session will delve into the comprehensive examination process, co-diagnosis, and effective patient communication strategies that drive exceptional case acceptance rates. Our goal is to empower you to help more patients achieve optimal oral health and overall wellness.

We will focus on accurately diagnosing the most common issues patients present, understanding their concerns and goals, and crafting tailored treatment plans in partnership with restorative dentists. Presented by Dr. Albatish and her hygienist, Jocelyn, who work collaboratively in two comprehensive care practices, this program offers unique insights and practical strategies. Don't miss this opportunity to elevate your practice and enhance the transformative impact of your expertise in the dynamic field of comprehensive dentistry!

Upon completion of this session, attendees should be able to:

- Increase clinician confidence and understanding in diagnosis and treatment planning of comprehensive cases.
- Enhance your co-diagnosis and patient communication skills to help patients want the treatment that is the best for them.

June

**Irene Iancu, BSc, RRDH,
CTDP, OM**



Irene Iancu is a Canadian RRDH and entrepreneur with experience in various specialties, including pediatrics, orthodontics, and periodontics. She has integrated these elements into her startup dental practice in Toronto, Toothlife Studio. Through her diverse passions and expertise in dental hygiene, she has carved out a unique path in the field. In addition to being an independent dental hygienist and practice owner, Irene is an international speaker, key opinion leader, and host of the Tooth or Dare podcast. She also creates educational content across all social media platforms under the handle @toothlife.irene. Over the years, this presence has grown into a vibrant community of like-minded clinicians eager to learn, share, and grow. Irene has served as a Clinical and Theoretical Instructor at Oxford College, as well as a Quality Assurance Peer Mentor for the College of Dental Hygienists of Ontario and an Item Writer for the Canadian National Dental Hygiene Boards. These roles have allowed her to advance her mission of sharing new industry insights with other professionals. Irene has pursued educational opportunities such as the Harvard HMX program offered by Harvard Medical School, which provided valuable knowledge on genetics and immune response related to oral health issues. She graduated with honors from George Brown College's Restorative Program in 2021, enabling her to practice restorative dentistry.

Ms Iancu does not have any affiliations to disclose.

Lecture up to 1 hour

730 Oral Medicine, Oral Diagnosis, Oral Pathology

5 Essential Insights Every RDH Should Know About Myofunctional Therapy

As the spotlight shines on the critical links between breathing, eating, and sleep disorders in dentistry, myofunctional therapy has emerged as a vital specialty. This course is designed to empower dental hygienists to leverage their unique position with patients, allowing for in-depth assessments of the oral cavity, habits, and changes in dentition.

Have you ever wondered why anterior open bite cases relapse after orthodontic treatment? Or why mouth breathers face a heightened risk of gingivitis and periodontal disease? This program will uncover those answers and provide actionable solutions.

Join us as we explore five crucial insights that every dental hygienist should recognize and address concerning orofacial myofunctional disorders (OMDs) and orofacial myofunctional therapy (OMT). Equip yourself with the knowledge to make a profound impact on your patients' health and well-being!

Upon completion of this session, attendees should be able to:

- Define OMT (Orofacial Myofunctional Therapy) and OMDs (Orofacial Myofunctional Disorders).
- Describe 5 common symptoms of Orofacial Myofunctional Disorders and their root causes.

July

Jill Hasselmann



Jill Hasselmann, SVP of Strategic Partnerships at HR for Health, brings over 10 years of experience developing the leading HR software solutions specifically for the dental industry. With a wealth of knowledge in wage and hour laws and employee relations, Jill takes pride in making the HR experience enjoyable for dental professionals, empowering them to increase their effectiveness and happiness at work while navigating their HR with confidence.

Ms Hasselmann does not have any affiliations to disclose.

Lecture up to 1 hour

550 Practice Management and Human Relations

Mastering Your Dental Career: From Interview to Professional Growth

This dynamic program will equip you as a hygienist, with essential tools and insights for thriving in your career. We'll explore critical aspects of navigating the dental practice landscape, from preparing for impactful job interviews to understanding employment classifications, managing workplace dynamics, and leveraging opportunities through effective negotiation and collaboration.

You will learn strategies to assess the culture and needs of various dental practices, navigate office dynamics, and position yourself as invaluable team players. We'll also provide a foundational understanding of the differences between independent contractors and employees, explore working with temporary employment agencies, and offer actionable insights to propel you toward their next career milestone.

Upon completion of this session, attendees should be able to:

- Navigate common interview processes and questions and negotiate competitive salaries.
- Effectively communicate their skills and value to potential employers while understanding the culture and expectations of different dental practices.
- Identify key differences between independent contractors and employees,
- Effectively work with temporary employment agencies, including a clear understanding of their rights and responsibilities.

August

John A Svirsky, DDS, MEd



Dr John A. Svirsky is Professor Emeritus and holds a Distinguished Career Professorship from Virginia Commonwealth University (VCU). He has numerous awards from different organizations including an Outstanding Alumnus Award from VCU, Distinguished Service Award from the Dawson Academy, Outstanding faculty award from the American College of Dentists, Gordon Christensen Lecture Recognition Award from the Chicago Dental Society, honorary memberships from the Hinman Dental Society and The American Academy of Oral Medicine, and many more. Dr Svirsky has an international reputation as an informative and entertaining lecturer.

Dr Svirsky does not have any affiliations to disclose.

Lecture up to 1 hour

730 Oral Medicine, Oral Diagnosis, Oral Pathology

Ten Shades of Grey: Unveiling the Intricacies of Radiolucent Lesions

Known for being an entertaining lecturer Dr John A. Svirsky will bring this radiology review program to life as he will dive into both common and intriguing, atypical cases to keep participants alert and engaged. With a strong focus on identifying and understanding radiolucent lesions, this program aims to enhance your diagnostic skills and clinical confidence.

Upon completion of this session, attendees should be able to:

- Demonstrate a systematic approach to the diagnosis and treatment of common radiolucent lesions observed in radiographs.
- Recognize and categorize the most prevalent radiographic lesions encountered in dental practices, equipping them with the knowledge to make informed clinical decisions.

September

Ashleigh Briody, DDS, MS



Dr Ashleigh Briody is from Baton Rouge, Louisiana. She earned her DDS from the LSU School of Dentistry in New Orleans. She completed her Oral & Maxillofacial Pathology residency at The Ohio State University, where she earned a certificate and master's degree. She is a Fellow of the American Academy of Oral & Maxillofacial Pathology and a Diplomate of the American Board of Oral and Maxillofacial Pathology.

Dr Briody does not have any affiliations to disclose.

Lecture up to 1 hour

730 Oral Medicine, Oral Diagnosis, Oral Pathology

Practical Oral Pathology: Essential Insights for the Dental Hygienist

This program offers a deep dive into the critical features of oral cancer, equipping dental hygienists with the skills to distinguish between precancerous and benign lesions. Dr Ashleigh Briody, an oral & maxillofacial pathologist and dentist, will also explore other prevalent conditions in oral pathology and effective management strategies for each.

Upon completion of this session, attendees should be able to:

- Identify key characteristics of malignant lesions and differentiate them from benign and precancerous lesions.
- Enhance their diagnostic and clinical decision-making skills.

October

Tracey Nguyen, DDS, FAGD, AAACD



Dr Tracey Nguyen maintains a private practice just outside of Washington, DC, in Northern Virginia. She was accredited by the American Academy of Cosmetic Dentistry and in 2016 was honored as one of the top 25 women in dentistry by Dental Products Magazine. She is one of the key opinion leaders in the Wellness Dentistry Network. The focus of this organization is to merge the gaps between medicine and dentistry and understand the oral systemic connection. She developed the Sleep and Airway Group, a local interdisciplinary group of doctors of various specialties. She advocates dentistry's role in treating patients with dental malocclusions that are co-morbid with airway and sleep issues. In 2020, she co-founded ASAP Pathway (Airway, Sleep and Pediatric Pathway), an online mini-residency for pediatric dental sleep medicine.

Dr Nguyen does not have any affiliations to disclose.

Lecture up to 2 hours
149 Multi-disciplinary Topics

Understanding the Benefits/Risk of Nonsurgical/Surgical Treatment for Sleep Disordered Breathing

This presentation will challenge dentists to consider airway or sleep problems when treating a malocclusion because they may be treating respiratory problems without knowing. Treatment options should improve the airway space, reduce nasal resistance and create larger oral volume space for the tongue. In the skeletally mature patient, treatment options vary from nonsurgical and surgical options.

Upon completion of this session, attendees should be able to:

- Develop different goals of treatment when we suspect there is an airway risk and consider its impact on our restorative plan.
- Discuss the benefits and complications of nonsurgical Maxillary Skeletal Expansion (MSE).
- Distinguish between various options: Micro-assisted Implant Rapid Palatal Expansion (MARPE), Surgically Assisted Rapid Palatal Expansion (SARPE) and Maxillomandibular Advancement (MMA).

October

Luke Williams



Luke Williams is a prominent business thinker, speaker, and author who has lectured in 21 countries, including speaking at the World Innovation Forum and the United Nations General Assembly. He is a Professor of Innovation and Design at NYU Stern School of Business and the CEO of Idea Skills™. Williams holds over 30 U.S. patents and has designed over 100 products across various industries, including transportation, finance, healthcare, and consumer electronics. His insights are frequently featured in media outlets such as Bloomberg BusinessWeek, Fast Company, The Wall Street Journal, and The Economist. Additionally, he is the author of the international bestseller "Disrupt: Think the Unthinkable to Spark Transformation in Your Business."

Mr Williams does not have any affiliations to disclose.

Lecture up to 1 hour

550 Practice Management and Human Relations

The Future of Leadership for Dental Hygienists in an Age of Disruptive Change

In today's ever-evolving healthcare landscape, leadership is no longer just about maintaining the status quo—it's about redesigning the future while continuing to move forward. As a dental hygienist, you are uniquely positioned to lead innovation within the practice, adapting to both current challenges and emerging opportunities. This virtual keynote by Professor Luke Williams will provide a powerful roadmap for navigating the complexities of disruptive innovation and change management. Discover how to shift your perspective, embrace forward-thinking strategies, and redefine your role as a leader in the dental field. Whether you're managing a team, improving patient care, or driving new practice initiatives, this session will equip you with the tools to thrive in an era of rapid change.

Join us for this engaging and transformative session to develop the leadership skills you need to navigate disruption and lead with confidence!

Upon completion of this session, attendees should be able to:

- Pivot their mindset and leadership approach to embrace innovation and drive progress in their career.
- Gain practical insights on executing current strategies while simultaneously preparing for future challenges and opportunities in the dental industry.

November

**Lani McBeth, BSDH, RDH,
EFDH, CIABDM**



Lani McBeth is a Prevention Strategist, clinician, speaker, author, and CEO of OWL: The Oral Wellness Link. She attended the University of Northern Arizona, where she earned her BS in Dental Hygiene. Lani continued her education in Dental Hygiene at NAU while obtaining her licensure as an Expanded Functions Hygienist, completing over 900 advanced learning courses that include business development, medical/dental coding, holistic/biologic dentistry, and nutrition. In her educational pursuits, Lani has found a balance between Western and Eastern medicine while exploring the oral-systemic link. She has been honored as a top clinician in her dental hygiene class, named Hygienist of the Year in Arizona, and recognized as a 2023 Sunstar Award of Distinction Recipient as a Full-Time Clinician. Additionally, she has served as a National Speaker for Young Innovations and Spear Education and has been involved with the Arizona Dental Hygiene Association. Lani has also volunteered with the Denver Homeless Head and Neck Cancer Screening Care Group and for COMOM.

Ms McBeth does not have any affiliations to disclose.

Lecture up to 1 hour

730 Oral Medicine, Oral Diagnosis, Oral Pathology

Stick Your Tongue Out: Uncover the Secrets to Better Oral and Systemic Health

Are you frustrated by your patients' lack of progress in oral-systemic health? Discover that finding solutions to persistent oral issues is more attainable than you think. The tongue serves as a valuable diagnostic tool for systemic conditions. By integrating Chinese Tongue Mapping (CTD) with a thorough medical history, dental professionals can empower their patients to advocate for their systemic health while enhancing their oral health.

Upon completion of this session, attendees will be able to:

- Describe the organ tomography used in Systemic/Chinese Tongue Mapping, highlighting its role in identifying systemic health indicators.
- Demonstrate the steps involved in conducting a Systemic/Chinese Tongue exam, equipping them with practical skills to integrate this approach into their practice.

December

Ronesh Sinha, MD



Dr Ronesh Sinha runs a lifestyle clinic and virtual programs focused on metabolic health and insulin resistance. His groundbreaking work in diabetes reversal and insulin resistance in diverse populations has been featured on the front covers of Fortune Magazine and the LA Times. He also serves as chief medical officer for Silicon Valley Employer Forum, where he helps shape global health benefits for major Silicon Valley companies. Dr Sinha is a highly sought after speaker regarding corporate wellness, blogs at culturalhealthsolutions.com, and has a popular podcast called Meta Health.

Dr Sinha does not have any affiliations to disclose.

Lecture up to 1 hour

150 Health and Nutrition

The Devil in Disguise: Insulin Resistance

Many dental hygienists are committed to staying informed about systemic diseases that impact patient care, particularly conditions like obesity, heart disease, diabetes, and Alzheimer's disease. However, a deeper understanding of insulin resistance—the metabolic root cause of many of these chronic health issues—can enhance patient outcomes significantly.

In this program, Dr Sinha will share two compelling case studies from his clinic and online wellness program (Meta Program). He will demonstrate how specific lifestyle approaches can be utilized to diagnose and reverse insulin resistance, empowering dental hygienists to play a crucial role in their patients' overall health and wellness.

Upon completion of this session, attendees should be able to:

- Understand insulin resistance and how it presents in patients.
- Identify ways to prevent and reverse insulin resistance.



January

**Brad Levin, CFP®, CMT®,
CEPA™**



Brad Levin has over 30 years of experience in the financial planning and investment management fields. He has worked as a portfolio manager, studied financial markets, developed comprehensive financial plans for individual clients, and counseled them on all facets of their financial lives. After leading his own independent investment advisory firm for many years, Brad merged his business into Focus Partners, one of the largest wealth planning firms in the country, where he now is a principal and Managing Director of their Calabasas, CA office. He now spends most of his time focusing on helping successful entrepreneurs refine and achieve their vision of their “best life”, often working with business owners on preparing for an ultimate exit through an internal succession or external sale. In this capacity, his focus is on helping clients ready themselves financially and emotionally while maximizing the value of their business prior to exit. In his spare time, he enjoys many outdoor activities, pursuing elevated health and wellness, and world travel.

Mr Levin has no affiliations to disclose.

Lecture up to 1 hour

550 Practice Management and Human Relations

The Foundations of Financial Security

In this session, we will explore key strategies for establishing financial security and building lasting wealth, specifically designed for dental hygienists. We'll discuss practical approaches to managing income, maximizing savings, and planning for long-term financial goals, including retirement. By the end of the session, you'll have a clearer understanding of how to effectively manage your finances, optimize your earning potential, and make informed decisions that will contribute to your financial well-being and peace of mind for years to come.

Upon completion of this session, attendees should be able to:

- Understand how to balance out managing debt versus building up savings and the difference between savings and investing.
- Understand the tremendous impact of compounding interest at a young age.

February

**Craig Spodak, DMD &
Ashley Price, CRDH**



Dr Craig Spodak is a general dentist at Spodak Dental Group — his team of more than 50 doctors, clinical and business team members treats more than 7,000 active patients. He promotes the company's compassion-based core values, which enable the team to provide patients with the highest caliber of comprehensive dental care while consistently exceeding expectations. Spodak Dental Group is an Inc 5000 fastest - growing business honoree, and has earned Sun - Sentinel's top workplace recognition for six years. Dr Spodak is a diamond plus provider of Invisalign® and a member of the Invisalign faculty. He was featured in Tony Robbins' book, *Unshakeable: Your Financial Freedom Playbook*, is co - host of the *Bulletproof Dental Practice Podcast*, and co - author of the best - selling book by the same name. Dr Spodak lectures nationally about creating team culture and peak business performance for dental practices.

Ashley Price is the Lead Hygienist at Spodak Dental Group, a certified Functional Medicine Health Coach, and a coach at *Bulletproof Dental Practice*. With over a decade of experience in the dental industry, Ashley has been an integral part of Spodak Dental Group since 2009, where she progressed to her current leadership role as Lead Hygienist. She is passionate about combining advanced dental practices with a holistic focus on health and well-being, empowering both patients and colleagues to take control of their health. As a coach, Ashley helps dental professionals reach their potential, while also working with patients to enhance their overall wellness. Outside of her career, she is a devoted wife and mother of two daughters, continuously inspiring others to pursue their passions and live balanced, healthy lives.

Dr Crag Spodak is a KOL for Align Technology receiving product and financial support. Ms Ashley Price has no affiliations to disclose.

Lecture up to 1 hour

550 Practice Management & Human Relations

The Hygienist Effect: Leading Culture, Care, and Connection

This program shines a spotlight on the often-overlooked power of dental hygienists in shaping the success—or failure—of a practice from within. While you may not own the practice, your influence on its culture, patient outcomes, and profitability is undeniable. Hygienists will gain tools to elevate their role as both clinicians and culture shapers—helping build stronger teams, drive revenue, and foster workplaces where everyone thrives. We'll explore how hygienists can advocate for their worth, lead without a title, and become central to building practices rooted in mutual respect, shared goals, and exceptional care.

Upon completion of this session, attendees should be able to:

- Identify the difference between a healthy and toxic culture—and take steps to build a work environment worth staying in.
- Improve communication across the team to enhance alignment, collaboration, and profitability.
- Recognize your value, ditch the title, and lead with influence and intention—no ownership required.

March

**Martin Mendelson, DDS,
FIADFE, CPC**



Dr Martin Mendelson, Founder of Metamorphosis Coaching and former Resident Faculty at Spear Education, has nearly 20 years of experience and certifications in Executive Coaching, Team Coaching/Facilitation, Emotional Intelligence, and Happiness Studies. Dr Mendelson has empowered leaders and teams across North America to excel and thrive. As a captivating speaker, astute coach, and masterful team facilitator, he unleashes the power of his innovative T.E.A.M. approach, guiding clients to shed the burdens of traditional leadership and embrace cohesion for unparalleled business growth and personal fulfillment.

Dr Mendelson does not have any affiliations to disclose.

Lecture up to 1 hour

550 Practice Management and Human Relations

From Misunderstanding to Mastery: Tools for Teamwork and Relationship Building

We've all experienced the frustration of communication breakdowns—when what seemed like clear messages lead to confusion, inefficiency, or even conflict. In this dynamic keynote, Dr Martin Mendelson will go beyond theory to provide you with practical tools and actionable frameworks to transform how you handle emotionally charged conversations.

This session is designed to help you foster stronger relationships and improve communication within your practice and beyond. You'll discover how to align expectations, tap into the power of Maslow's Hierarchy, and explore how mindset influences every interaction. By the end of this presentation, you'll have clear strategies to enhance team cohesion, navigate difficult discussions with ease, and create a more collaborative environment—whether with your team, your patients, or those closest to you.

Leave with the confidence to lead with clarity and create a unified, high-performing team that thrives on effective communication.

Upon completion of this session, attendees should be able to:

- Identify barriers to collaboration using the TEAM™ framework to understand how perceptions influence communication and outcomes.
- Utilize an evidence-based approach for navigating any emotionally charged conversation.
- Design a personalized action plan to embrace the techniques that can immediately influence personal and professional success.



March

Rebecca Bockow, DDS, MS



Dr. Rebecca Bockow completed her DDS training at the University of Washington Dental School in 2007. She practiced as a general dentist in Seattle for two years while simultaneously teaching at the UW Dental School. Dr. Bockow completed a highly selective dual-specialty program combining orthodontics and periodontics at the University of Pennsylvania. She is a board-certified orthodontist and periodontist. While simultaneously enrolled in two residency programs, she also received a master's in oral biology, focusing on intranasal ketorolac for postoperative implant pain management. Dr. Bockow lectures nationally on periodontics, orthodontics, interdisciplinary orthodontics, airway, and skeletal growth and development. She contributes to multiple professional journals as an author and editor, and is resident faculty at Spear Education.

Dr. Bockow does not have any affiliations to disclose.

Lecture up to 1 hour

370 Orthodontics

Maxillary Expansion – It's Not Just About the Teeth Anymore

In this webinar, Dr. Rebecca Bockow, a renowned orthodontist and dually trained periodontist, will explore the expanding role of maxillary expansion and how it goes beyond simply correcting crossbites. While traditionally used for dental alignment, maxillary expansion now offers broader benefits, including improved gum health, better periodontium integrity, and enhanced occlusal stability and so much more.

As a hygienist, you play a critical role in identifying patients who could benefit from maxillary expansion. This session will teach you how to spot key diagnostic criteria during your patient care that can help determine if maxillary expansion might be appropriate for your patients.

This session will provide you with the knowledge and skills to identify potential cases where maxillary expansion can play a significant role in improving both dental and systemic health.

Upon completion of this session, attendees should be able to:

- Understand how maxillary expansion helps improve gum health, periodontium integrity, and occlusal stability, beyond just correcting crossbites.
- Recognize how maxillary expansion can also improve nasal breathing, reduce sleep apnea, and support better eustachian tube function and nocturnal enuresis.
- Recognize the signs of transverse discrepancies and identify patients who may benefit from maxillary expansion during your routine care.

April

Michael Sonick, DMD



Michael Sonick, DMD, is an internationally known, highly regarded international authority in the field of dental implantology and periodontology. A full-time practicing periodontist in Fairfield, Connecticut, he is also a frequent guest lecturer in the international program at New York University School of Dentistry and the University of Connecticut School of Dental Medicine. He lectures worldwide on the subjects of esthetic implants, periodontal plastic surgery, guided bone regeneration, comprehensive treatment planning and the delivery of exceptional customer service. He is the author of the book *Treating People Not Patients* and co-editor of the multi-language textbook, *Implant Site Development*. He serves on the editorial boards of numerous journals including the *Compendium of Continuing Education*, the *Journal of Cosmetic Dentistry*, *Inside Dentistry*, *Dentistry Today* and also writes and publishes numerous papers in peer-reviewed journals. Dr Sonick is a diplomate of the American Board of Periodontology, a diplomate of the International Congress of Oral Implantology, a fellow of the American Academy of Implant Dentistry, a fellow of the International Team for Implantology, a fellow of the International Society of Periodontal Plastic Surgeons, and an Eagle Scout. His mission is to improve the quality of patients' lives as well as the lives of everyone he meets.

Dr Sonick does not have any affiliations to disclose.

Lecture up to 5 hours

550 Practice Management and Human Relations



Treating People Not Patients—Having Patients Happily Say Yes To Treatment

In ideal dental and medical care, the focus should be on treating the whole person, not just addressing individual issues. Unfortunately, this is not always the reality. Healthcare professionals, including both dentists and physicians, are often trained to perform specific procedures rather than providing comprehensive care. Dental education, in particular, tends to emphasize the mastery of isolated technical skills and procedures, often neglecting the broader concept of patient care (consider the rigorous requirements of dental school). The result of this fragmented approach is a diminished ability to gain patient acceptance for treatment that truly serves both their needs and the healthcare provider's goals. Our mission is to foster strong, trusting relationships built on transparency and shared decision-making between the patient, doctor, and staff. Achieving treatment acceptance that aligns with the patient's best interests requires an approach that goes beyond simply presenting a report of findings or listing procedures. In this presentation, Dr Sonick will share the key communication strategies that have enabled him to build a successful practice, where more than 90% of patients agree to comprehensive dental treatments. His fee-for-service practice is regularly booked three months in advance. With decades of experience and ongoing study, Dr Sonick will not only share fascinating clinical cases, but also guide you through the critical aspects of office design and team building that are essential to creating a patient-centered environment.

Upon completion of this session, attendees should be able to:

- Establish rapport, trust, and engagement with patients.
- Master the art of communication through storytelling.
- Apply NLP (Neurolinguistic Programming) techniques to enhance communication, framing, and motivation triggers.
- Create a first-class, impeccable office environment.
- Build a servant-hearted team that delivers WOW experience.
- Achieve higher patient acceptance of comprehensive treatment.

April

**Vinay Bhide, DDS,
MSc(Perio), FRCDC**



Dr Vinay Bhide is a board-certified periodontist who provides the full scope of surgical periodontal and dental implant therapy. Dr Bhide has a special interest in esthetic and reconstructive periodontics. Dr Bhide completed his dental and speciality training at the University of Toronto. Dr Bhide is an Examiner and Fellow of the Royal College of Dentists of Canada and Diplomate of the American Board of Periodontology. In addition to private practice, Dr Bhide is a clinical instructor in the Graduate Periodontology Program at the University of Toronto and he is also an Adjunct Assistant Professor in the Department of Periodontics at the University of Pennsylvania. Dr Bhide has lectured nationally and internationally and published on various topics related to periodontics and implantology.

Dr Bhide does not have any affiliations to disclose.

Lecture up to 1 hour

490 Periodontics

Hygienists' Recession Rx: Diagnosing & Managing the Gum Line Decline

This comprehensive session, led by periodontist Dr Vinay Bhide, is designed to equip dental hygienists with the knowledge and skills needed to effectively manage gingival recession. The course will cover the multifactorial causes of gum recession, refine diagnostic techniques, and offer practical treatment planning strategies. Special emphasis will be placed on the hygienist's vital role in early detection, patient education, and collaborative care with the rest of the dental team. Participants will leave with the confidence to recognize recession in its early stages and implement strategies to improve patient outcomes.

Join Dr Bhide for an in-depth exploration of gingival recession and learn how to take an active role in improving patient oral health.

Upon completion of this session, attendees should be able to:

- Identify and classify different types of gingival recession and understand the etiological factors contributing to recession.
- Collaborate effectively in treatment planning for patients with gingival recession, ensuring optimal care and outcomes.

May

Brandi Hooker Evans, RDH-ER, MHP



Meet Brandi Hooker Evans, a passionate dental hygienist from Idaho, USA. Brandi is an international speaker and best-selling author of *Dentists, Hygienists, and Cows*. She specializes in turning science into practical action, captivating audiences with her engaging courses that equip them to deliver exceptional, individualized care while leading fulfilling lives. Brandi holds a master's degree in health education from Idaho State University and has served as President of the Idaho Dental Hygienists' Association and on the local Portneuf Valley Dental Hygiene Society. With nearly two decades of clinical experience in private practice, she also enjoyed teaching as clinical faculty at Idaho State University and serving on its Dental Hygiene Advisory Board. Brandi currently owns and operates Stellar Outcomes and Evans Dental with her husband, Dr Eron Evans. An accredited continuing education provider with the American Academy of Dental Hygiene, Brandi's enthusiasm for the dental profession is both contagious and inspiring.

Mrs Hooker Evans does not have any affiliations to disclose.

Lecture up to 1 hour

010 Basic Sciences

Join Brandi Hooker-Evans, a leading hygienist and author, for an eye-opening webinar that dives into the cutting-edge science behind our bodies' ability to achieve homeostasis. In this session, we will explore the endocannabinoid system (ECS)—our body's internal system that plays a vital role in regulating pain, inflammation, sleep, and overall health. Learn how the ECS works and how we can support it through lifestyle practices, cannabis, and herbal supplements. Most importantly, gain the knowledge and confidence to educate your patients about this groundbreaking information and help them improve their health.

Don't miss out on this opportunity to explore the body's best-kept secret and learn how to help your patients achieve optimal health with a balanced ECS.

Upon completion of this session, attendees should be able to:

- Discuss the role of the endocannabinoid system as our body's key mechanism for achieving homeostasis.
- Understand various ways to support a healthy ECS to reduce pain, inflammation, and improve sleep and recovery through lifestyle changes, cannabis, and herbal supplements.

June

**Melissa Turner, BASDH,
RDHEP, EFDA, CHO**



With two decades of experience as a dental hygienist and founder, Melissa K. Turner is a sought-after executive, consultant, speaker, and top millennial content creator. She collaborates with organizations ranging from startups to billion-dollar companies, driving brand strategy and product growth in the dental industry. Turner's hands-on clinical work, decision-making in the boardroom, and influential public presence give her unique insight into industry trends. As the founder and key board member of multiple companies, she is recognized as a "fresh force of change." Honored in the 2024 Marquis Who's Who in America, Turner champions innovation, inclusivity, and practitioner well-being in dentistry.

Learn more at www.melissakturner.com.

Ms Turner is a consultant for K Pharmaceuticals, Solmetex, and Hudson Technologies, receiving produce and/or financial support.

Lecture up to 1 hour

149 Multi-disciplinary Topics

Artificial Intelligence and Other Emerging Tech

Artificial intelligence. Augmented reality. Machine learning. Virtual care. Innovation in dentistry is on the rise with countless new products, technology and services entering the space. In this deep dive into the newest technology available for oral health professionals, technology expert Melissa Turner walks the audience through the patient journey to understand the countless ways dental teams currently use technology (and even what's coming down the line). From identifying pathologies on radiographs, to equipment maintenance, oral health care apps and more, this deep dive into innovation will help the team become more efficient and effective in their clinical ops.

Upon completion of this session, attendees should be able to:

- Understand the various roles technology like artificial intelligence, augmented reality, machine learning and virtual care currently play in dentistry.
- Understand how technology can assist with patient education and compliance.
- Address inefficiencies in their clinical practice and utilize tools to optimize patient touch points.

July

Brittany Simon, RDH



Brittany Simon is an experienced dental hygienist with 12 years in clinical practice, including 10 years at the renowned Spodak Dental Group in South Florida. She is a national educator for Seattle Study Club and previously for Bulletproof Hygiene. Brittany is also a co-author of *Bulletproof Hygiene: The Guide for Finding Fulfillment Through Purposeful, Profitable Hygiene*. As a former Team Lead at Spodak Dental Group, Brittany implemented key strategies such as standard operating procedures, team meetings, and quarterly reviews, which resulted in significant improvements in team performance, production, patient care, and team satisfaction. She has hosted a podcast and mastermind cohorts for hundreds of hygienists across the U.S., helping them achieve greater self-confidence and success in their practice. Brittany holds an ASDH (2012) and BASDH (2017), and pursued a Master of Business Administration in Healthcare at Johns Hopkins before deciding to pivot her career toward the direction she truly desired.

Ms Simon does not have any affiliations to disclose.

Lecture up to 1 hour

550 Practice Management and Human Relations

Stretching the Shrinking Hour

In the fast-paced world of dental hygiene, it often feels like there are never enough hours in the day. As years pass, our lists of tasks grow longer, and the hygiene hour seems to shrink. But what if we told you there are ways to bend time in your favor? In this dynamic webinar, Brittany Simon will share proven strategies to help you stretch your hygiene hour, re-organize your practice processes, and achieve more with less. Learn how to keep your schedule under control, reduce stress, and improve patient care all while maintaining your sanity in the operatory.

Through real-world solutions and practical tips, this session will empower you to take charge of your time, make quick decisions, and streamline your workflow so you can work smarter, not harder. Whether you're managing a full schedule or just looking to improve your daily efficiency, this webinar will provide the tools you need to master time in the hygiene operatory.

Upon completion of this session, attendees should be able to:

- Minimize procedure redundancy by optimizing workflows and eliminating unnecessary steps.
- Re-organize appointment flow to maximize available time and increase overall efficiency.
- Master scheduling techniques to gain autonomy over your day and avoid time crunches.
- Create effective verbiage, decision trees, and Standard Operating Procedures (SOPs) for quick decision-making and offering same-day services to enhance patient care.

August

Joshua Austin, DDS, MAGD



Joshua Austin, DDS maintains a full-time restorative dentistry practice in San Antonio, Texas. He is an editorial director and monthly columnist for Dental Economics magazine focusing on dental products and technology. Dr Austin lectures around the country to study clubs and dental meetings about these topics along with digital marketing and mental health. Dr Austin is a graduate of the UT Health School of Dentistry and spent five years post-graduation in the Department of Restorative Dentistry.

Dr Austin currently is a consultant and receives honoraria from Align and Solventum.

Lecture up to 1 hour

370 Orthodontics

Alignment, Digital & the Dental Hygienist: Your Role in Creating Health & Value

A full clinical day in dental hygiene can be overwhelming, with numerous tasks on the checklist and limited time to complete them. Unfortunately, patient education and communication often take a backseat to core clinical responsibilities. However, these aspects are central to the value we bring to both the patient and the practice.

In this engaging session, Dr Joshua Austin will explore how alignment directly impacts oral health and why it's essential for dental hygienists to understand and communicate this to their patients. He will also delve into the role of digital dentistry in enhancing patient education, empowering patients to take control of their oral health, and increasing overall value for both the patient and the practice.

Join Dr Austin to learn how you can integrate alignment education and digital tools into your practice to enhance patient care and build stronger patient relationships!

Upon completion of this session, attendees should be able to:

- Discuss the role of the dental hygienist in educating patients about their occlusion and alignment.
- Understand the digital tools available to aid dental hygienists in creating value for patients and practices.

THE FINE PRINT

Registration

These are virtual and live lecture, demo, and peer discussion programs suitable for all dentists, dental students, and business professionals regardless of prior experience who are members of this study club.

Register by contacting Breanna Stout
breannagrinner@yahoo.com
218-251-3238

Please call with any cancellations at least 72 hours before the meeting.

Disclaimer

Some information or presentations may include controversial materials or commercial references. Seattle Study Club, Inc. and True North Professional Studies cautions all course participants that there is potential risk to using limited knowledge when incorporating new techniques and procedures into their practices, especially when the continuing education program has not provided them with supervised clinical experience in the techniques or procedures to ensure that they have attained competence.

Substitutions

This brochure represents the speakers/programs established at the time of publication; however, speaker cancellations occasionally occur for reasons beyond our control. In the event of such an occurrence, speaker/ program substitutions may be made without prior notice.

Code of Conduct

We are committed to ensuring a safe and respectful meeting environment that is free of harassment, bullying, or offensive comments and/or behavior toward others.

We expect all participants whether attending live or virtual sessions to abide by this Code of Conduct policy on all online platforms, or in venues at a meeting, including ancillary events and official and unofficial social gatherings.

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.

Up to 24 Credits Available

Of which 8 hours will be submitted by True North Professional Studies and 16 credits by Seattle Study club, Inc. This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE).



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